New Jersey Department of State
The New Jersey Historical Commission

GRANT PROGRAM

County History Partnership Program
FY 2017 - 2019 CYCLE

Mission and Goals of the New Jersey Historical Commission Grant Program

New Jersey's people and varied resources have helped shape the mid-Atlantic region, the Nation, and the world for more than 350 years. Its notable diversity of inhabitants was evident from its beginning in 1664. Due in no small part to its location, it has seen all the great themes of the Nation's history play out within its borders. Its pivotal role during the American Revolution and early industrialization, and continuing legacy of technological innovation, distinguish it in the historical record. For these and many other reasons, the study of New Jersey history is both engaging and relevant to the state's residents and visitors.

Mission:

The New Jersey Historical Commission (NJHC) is a state agency dedicated to the advancement of public knowledge and preservation of New Jersey history. Established by law in 1967, **its work is founded on the fundamental belief that an understanding of our shared heritage is essential to sustaining a cohesive and robust democracy.**

The NJHC receives its funding primarily by legislative appropriation. It fulfills its mission through various initiatives, as well as an active grant program. Its grant program includes a variety of different types of grants, in addition to prizes and a free archival evaluation service called Caucus Archival Projects Evaluation Service (CAPES).

Goal of the Grant Program:

The goal of the grant program is to engage diverse audiences and practitioners in the active exploration, enjoyment, interpretation, understanding, and preservation of New Jersey history. Grants are awarded to activities and organizations that achieve that objective. Successful proposals may do so through one or more of the following:

1.   Broadening, deepening, and diversifying the audience for New Jersey history;

2.   Strengthening existing New Jersey history organizations or programs;

3.   Initiating new programming on New Jersey history;

4.   Increasing accessibility of historical resources to diverse communities;

5. Increasing the body and quality of information on New Jersey history available to the public; and

6. Preserving materials for the study of New Jersey history.

County History Partnership Program Overview

The County History Partnership Program (CHPP) was created in 2015 to extend local re-granting programs to all of the state's 21 counties. The program enables the NJHC to support both existing and emerging local history organizations and practitioners serving diverse audiences. Through the partnership with county re-granting agencies, Commission support can more effectively reach history organizations and projects in communities throughout the state.

Re-granting agencies, by resolution of the Board of Chosen Freeholders of their respective counties, bear responsibility for fostering the preservation, understanding, and enjoyment of the local history of their respective counties. They may simultaneously seek support for their own history programming and history re-grants. The NJHC permits re-grants to be used for general operating support (history organizations only) or for projects (organizations and individuals). Agencies may apply for a $5,000 administrative allowance to administer a re-grant program.

Applicants may **not** receive Commission funding through a county re-grant and a grant received directly from the NJHC in the same fiscal year. Lists of direct NJHC grantees will be available to county re-granting agencies to assist in determining eligibility.

FY 17 GOS Application and Reporting Deadlines at a Glance:

	FY 2017	**FY 2018 & FY 2019**
Intent to Apply	**May 1, 2016** (for all re-granting applicants)	**n/a**
Application Deadline	**June 1, 2016** (for all re-granting applicants)	Eligibility is contingent upon the submission of **satisfactory Interim and Final Reports** for the previous fiscal year, as well as funding availability.
Funding Level	**Excluding re-grants and the administrative allowance, agencies may apply for up to 33%** of the average of the total non-state, history operating income	**Same**

	from the last completed fiscal year and current projected year.	
Notification of Award	**July 2016**. All applicants will be notified of grant decisions. Successful applicants will receive notification of the grant award for FY 2017 and a provisional commitment to fund for FY 2018 & FY 2019.	**July 2017 & July 2018,** depending on the availability of funds.
Match Requirement	**There is no match required for funds that will be re-granted, or for the $5,000 administrative allowance.** **There is a match for an agency's own history programming which is 3:1**. For every $1 awarded, the grantee must match in <u>cash</u> with $3 dollars.	**Same**
Grant Period	**January 1, 2017 – December 31, 2017**	**January 1, 2018 – December 31, 2018** (FY 18) **January 1, 2019 – December 31, 2019** (FY 19)
Interim Report Due	**July 31, 2017**	**July 2018** (FY 18) **July 2019** (FY 19)
Final Report Due	**January 31, 2018**	**January 2018** (FY 18) **January 2019** (FY 19)

Important Changes to the Application Process

<u>New Grant Period</u>
The Commission is changing the CHPP grant period from January 1st to December 31st of each year.

<u>Local Versus Statewide Impact</u>
As part of an evaluation process, the Commission met several times with the county re-grant agencies and in partnership developed eligibility criteria for local versus statewide impact. Organizations that meet the following criteria may apply directly to NJHC.

1. Have an annual operating budget of at least $100,000.

2. Document that twenty-five percent (25%) of their audience (both virtual and actual) comes from beyond a 20-mile radius from its headquarters location.

Organizations that do not meet these criteria may apply to their county re-grant program.

Please see the NJHC GOS and Project Grant guidelines for more information on who can apply directly to the Commission.

County History Partnership Program Eligibility

The Boards of Chosen Freeholders in all 21 counties have formally designated an agency or agencies in their respective jurisdictions to function as the official cultural and heritage agency for the service and support of the arts and history. Only those designated agencies may seek support through this program.

Agencies must comply with all pertinent state and federal regulations including, but not necessarily limited to Fair Labor Standards (regarding the payment of fair wages and the maintenance of safe and sanitary working conditions), the Civil Rights Act of 1964; Section 504 of the Rehabilitation Act of 1973, as amended; Title IX of the Education Amendments of 1972; the Age Discrimination Act of 1975; the Americans with Disabilities Act of 1990 (all barring discrimination on, among other things, the basis of race, color, national origin, disability, age or sex); the Drug-Free Workplace Act of 1988 (guaranteeing the maintenance of same); and Section 1913 of 18 U.S.C. and Section 319 of P.L. 101-121 (barring lobbying when in the receipt of federal funds).

Minimum/Maximum Request, Matching Requirements, and Funding Cycle

Agencies Seeking Funds for Re-grants Only
There is no match required for funds that will be re-granted, or for the $5,000 administrative allowance.

Agencies Seeking Funds for Operations and Re-grants

Maximum and Minimum Requests**:** The same rules apply as stated above for the re-grant program and administrative allowance. Agencies applying for their own operational expenses may apply for up to 33% of the average of the agency's total non-state, history operating income from the last completed fiscal year and current projected year.

Matching Requirements**:** The match must be in cash. For every dollar ($1) awarded, the agency must match it with three dollars ($3). For example, a CHPP grant for $50,000 would require an organizational match of $150,000. *Neither capital expenditures nor funds from any state of New Jersey source may be used to match NJHC CHPP support.*

Funding Cycle**:** The CHPP operates on a three-year funding cycle. Successful applicants will receive a grant for FY 2017, and a commitment to fund for FY 2018 and FY 2019 pending the availability of funding. Future awards are also contingent upon the timely and satisfactory submission of interim and final reports, in addition to meeting all CHPP eligibility criteria for each year of the funding cycle. **New applications for NJHC GOS funding will not be accepted until FY 2020.**

County History Partnership Program Eligible and Ineligible Expenses for Operations and Re-grants

CHPP grants for history programming and operations help to underwrite operating aspects of an agency's New Jersey history services and need not be applied to any one aspect, program, service, or expense. There is no requirement to specify how grant funds will be spent in the grant proposal. Successful applicants will provide that information when they complete their grant contracts.

Eligible Expenses

The following expenses are eligible:

- Salaries and wages
- Contracted services/outside fees and services
- Printing, publicity, marketing
- Postage and telephone
- Fundraising and development
- Staff training
- Lease expenses
- Mortgage interest
- Equipment purchase, installation, and lease (e.g., computers, office furnishings, files)
- Utilities and HVAC (purchase, installation, and operational costs of heating, ventilation, and air conditioning)
- Maintenance of collections and the interiors of structures (Note: Interior construction is not considered maintenance and is not an eligible expense.)
- Basic grounds maintenance
- Travel and transportation (automobile travel @$.31/mile, train, or air coach travel)
- Insurance
- Licensing and registration fees (e.g., New Jersey charities registration)
- Planning for compliance with the Americans with Disabilities Act
- Long-term and strategic planning
- Audits. Depending on the amount of the grant, the NJHC may require either a formal audit of grant expenditures or a review of finances by a licensed certified public accountant as part of the final report. Applicants may include the fee for this work in their budget.

Ineligible Expenses

A NJHC CHPP grant may not be expended on any of the following:

- Capital improvements, including the construction of structures and work such as roofing, replacement of gutters, windows, doors, and the removal or addition of interior walls, and major landscaping projects
- Exterior maintenance

- Purchase of real estate, motor vehicles, or leasehold improvements
- Acquisitions (including artifacts and collections)
- Hospitality
- Deficits and debt service
- Retroactive funding
- Endowment
- Mortgage or loan principal

NJHC FY 2017 Funding Priorities and Evaluation Criteria

Since its mission is ambitious and its grant funding limited, the NJHC seeks to target its support in a manner that maximizes its impact. As a result, the NJHC supports excellence in ongoing activities and innovative ideas and strategies that advance an organization's overall mission while offering a high likelihood of success.

Applications for FY 2017 CHPP funding must include the following:

1. A detailed explanation of how the agency or proposed activity will benefit the public including the following:

    a. A substantive description of current and potential audiences

    b. A detailed plan for engaging current and potential audiences

    c. A clear and persuasive statement of the benefit of the proposed activity or organization to diverse audiences

    d. A well-developed plan for assessing the impact of the grant-funded activity or organization on audiences

    e. A commitment to increasing diversity in audiences for New Jersey history, in the subject matter to be addressed in the proposed project, and in the composition of project and organizational personnel and leadership

2. Application of the highest professional standards to the planning and execution of proposed activities, particularly as it relates to non-profit management, care of collections, and historical research

3. A realistic and appropriate budget

4. Effective use of partnerships and collaboration at the local, state, or national level wherever possible

5. A strategy for consistently and effectively communicating the benefit of funded programs and activities to a broad and diverse audience.

6. Strategies for using the materials of New Jersey history to address contemporary issues, whenever possible.

These and all other elements of each application will be evaluated on how effectively they address the stated goal of the NJHC grant program, their demonstrated adherence to professional standards, and the degree to which innovation and on-going self-assessment have been applied to organizational planning and development.

Re-grantee Program Requirements

Agencies receive CHPP grants to support the development and sustainability of local history programming. CHPP funds allow each agency to operate a re-grant program that supports local organizations and/or individuals. In collaboration with the New Jersey State Council on the Arts, the NJHC has adopted the following requirements for the re-grant program.

- Applicants receiving General Operating Support (GOS) or Project Support funding directly from the NJHC cannot apply to a county re-grant program in the same fiscal year.

- Organizations whose primary mission is New Jersey history are eligible for GOS support; any eligible organization presenting New Jersey history programming may apply for Project Support.

- Support only New Jersey history activities with Commission funds.

- Develop and distribute re-grant guidelines and application forms and widely promote the availability of the re-grant program. Develop guidelines for GOS and project support that align with the NJHC's policies regarding eligible and ineligible applicants and expenses. Please see the NJHC GOS and Project guidelines located at www.history.nj.gov for greater detail.

- Publish the grant evaluation criteria in the guidelines distributed to applicants and use those same criteria in the panel evaluation process.

- Utilize grant evaluation criteria that include conducting programs in accordance with professional standards, public benefit, accessibility, and accountability.

- Provide technical assistance in grant application preparation to local organizations.

- Utilize an independent grant evaluation panel of individuals with history backgrounds and experience in implementing history programs and projects. The panel should be representative (by project type, demographics, etc.) of the applicant pool, rotate every two to three years, and separate from the body responsible for funding decisions. Members of the body responsible for funding decisions may not sit on the grant evaluation panel.

- Maintain and enforce a written policy to avoid conflicts of interest, and maintain minutes/records of grant proceedings.

- Administer re-grants through a written grant agreement and require final reports from re-grantees.

- Require a match of re-grant funds in cash, or a combination of cash and in-kind goods and services.

Restrictions on Multiple Requests for NJHC Grant Support

Agencies receiving CHPP funding can have **no more than <u>one</u> open project grant** from the NJHC at a time.

The Review Process

Review Panels and Committees

All applications received by the deadline are distributed to independent evaluation panels composed of experts familiar with agencies of county government, nonprofits, their management, and the challenges they face. It is the applicant's responsibility to submit a complete application. Panels will evaluate all proposals against the stated criteria and achieve consensus on the merits of each. Panelists will make recommendations to the NJHC's Committee on Grants, Prizes, and Awards. The recommendations of the Committee will be forwarded to the NJHC for final decision. Awards will be voted on in public session.

Ethical Standards

Staff, review panelists, and NJHC members adhere to the state guidelines on ethical standards. They abstain from commenting or voting on a proposal if they have:

1. Any recent relationship, financial or otherwise, with the applicant organization or any persons connected with the proposal; or
2. Played a meaningful role in the development of the proposal.

Notification

Applicants will be formally notified in writing of the decisions by the NJHC. Awards may come with specific conditions. These conditions will be explained in the award letter and contract.

Appeal Procedure

Applicants who wish to challenge award decisions may make a formal appeal. The appeal package must be submitted in writing within 30 days of the date of the letter informing the applicant of the award decision. Direct the appeal to the NJHC care of Sara R. Cureton, Director, and mark the package as an appeal. All appeals must be sent via Certified Mail or other trackable delivery service.

The appeal package must contain a document that discusses why the applicant believes the NJHC's decision was in error. With the exception of the document describing the applicant's argument for appeal, the package may <u>not</u> include documents that should have been part of the original application, but were not included for any reason, or documents that have been amended since the original application.

The appeal will be forwarded to every member of the NJHC for consideration at the next regularly scheduled board meeting. The NJHC's decision on the appeal will be based on the following elements: the appeal letter, the assessment of the original review panel, and any explanatory material requested by the NJHC chair from the Grants and Prizes Committee and/or the staff. The NJHC has the discretion to request an oral presentation. The applicant will be informed in writing about the NJHC's decision at the earliest opportunity. Should the NJHC revise its original decision and make an award, the amount would depend upon the availability of funding.

The Application Package

Applications <u>must</u> be submitted electronically by 3:00 p.m. on the stated deadline. It is the applicant's responsibility to present a complete proposal for review. The NJHC will <u>not</u> contact applicants in regard to missing portions of proposals. Applicants should note that review panels will penalize incomplete proposals. If you have any questions about the suitability of any portion of your application, please contact the NJHC office at (609) 292-6062.

A complete application consists of the following elements, some of which are forms that are available in SAGE, while others are documents that you may upload to the system.

FY 2017 County History Program (CHPP) Guidelines

The Application Package for Agencies Seeking Re-grant Funds Only

The simplified application consists of the following elements. The proposal elements must be presented in this order:

1) The General Information Form (form provided)

2) Log showing previous year's re-grants (name of organization, amount of award, purpose, audience, how evaluated) if applicable. If you do not have an existing program reference information collected from the needs assessment indicating a projected pool of applicants.

3) Narrative

4) Needs assessment report

5) Re-grant program guidelines and application forms

General Information Form

The form requests essential information about the applicant organization and provides space in which to compose an organizational profile and the benefits of receiving the grant (150 words or less). Please note that this organizational profile will be used by NJHC members and staff throughout the review process to identify applicants.

Statement of Use of Previous Re-grants
If your agency was awarded re-grant funds last year, provide a log of grants awarded (name of organization, amount of award, purpose of award, and how evaluated).

Narrative Requirements

The narrative is the heart of the application. Applicants should assume that the reader knows nothing about the agency, and therefore must become totally informed. When the reviewer has finished reading the narrative, he or she should have a complete picture of the re-grant program, its strengths and challenges, how the program addresses the NJHC's priorities, how grant funds will be used, and how they will help the agency fulfill its mission.

1. All narratives must be typed with no smaller than 12 point font, have a minimum of 1" margins on four sides, and spacing at no less than 1.5 lines per line of text.

2. Pages must be numbered.

3. The narrative portion may not exceed 3 pages.

4. The narrative must be formatted in a way that addresses each topic and its related questions in the order presented below. The topics should also be clearly labeled.

The Narrative

FY 2017 County History Program (CHPP) Guidelines

1) Discuss what you have learned through the county needs assessment thus far. Describe the process that will be employed to seek applications for re-grant funding, to evaluate proposals, award funds, and monitor results. Explain how this process will uphold high standards of quality, fairness, inclusiveness, and accountability; and how conflicts of interest will be prevented. Present a timeline for accomplishing all that is described in point #1. Bear in mind that you will not be notified of the success or failure of the proposal until late July, and the Commission cannot fund retroactively.

2) Reference the needs assessment findings to present an argument for the amount of funding requested in terms of numbers of eligible organizations and estimated demand.

3) Explain how the work supported will be evaluated, i.e., site visits or some other means of evaluation. A means of evaluation is a requirement. Reviewers will look for evidence of such evaluation.

4) Describe the qualifications of the staff member who will oversee the history program and its re-grant activity.

The Application Package for Agencies Seeking Funds for Operations and Re-grants

Include all elements required for agencies seeking re-grant funds only. In addition, please provide the following.

A. Income Form, Expense Form, and Fundraising Form

Agencies are required to supply several different forms of financial information. Agencies whose mission does not focus exclusively on New Jersey history <u>must</u> base their request on the budget for the part of the organization that DOES focus on New Jersey history, <u>not</u> the entire agency.

Forms are provided for the applicant to state their operating income and expenses for the applicant's last completed year, in addition to the current year. The agency <u>must</u> show all categories of income and expense for the years indicated, inclusive of <u>any and all</u> state of New Jersey funds. A separate form must also be completed for the purpose of understanding the structure and status of the agency's fundraising operations.

B. Required Attachments

This section of the application consists of materials that must be uploaded to SAGE. When uploading documents, please pay careful attention to SAGE's instructions regarding supported file formats and sizes.

1) Narrative

In addition to the 3-page re-grant program narrative outlined on page 9, provide a narrative addressing the agency's operations. It may not exceed 7 pages. The narrative is the heart of the application. Applicants should assume that the reader knows nothing about the agency, and therefore must become totally informed. When the reviewer has finished reading the narrative, he or she should have a complete picture of all of the agency's history programs, their strengths and challenges, how the agency addresses the NJHC's priorities, how grant funds will be used, and how they will help the agency fulfill its mission.

See the instructions on page 9 regarding the narrative format.

<u>Narrative Topics</u>

1. <u>Mission, Goals, and Governance</u>

   A. Discuss the agency's mission and goals and how they relate to New Jersey history and the NJHC's priorities?

   (Agencies whose mission is not wholly related to New Jersey history must identify what portion is, and discuss all points below for that part of their mission)

B. Describe how the agency is managed and governed. What are the roles of the board and staff?

C. Briefly describe the county in terms of its location and unique assets or challenges. Describe the resident population of the county in terms of race/ethnicity, age, income, education, cultural identity, or other identifying features.

D. Discuss how the agency applies best practices and professional standards to its institutional operations and planning.

2. Programs and Services

A. In addition to the re-grant program, discuss the scope of essential programs and services of the agency, including collections (size and type), exhibitions, and public programming conducted in accordance with established professional standards.

B. Describe how programs, publications, and exhibitions offer an interpretive framework for the history they present, or how they encourage audiences to think of that history in new ways.

C. Discuss the relevance of your programs and collections to its current and intended audiences.

3. Audience Breakdown and Public Value/Engagement

A. Describe the audience that attends/participates in the aforementioned programs and services in terms of its size, age, and other defining characteristics. What portion of this audience is virtual? (e.g. website visits, services by email, etc.)

B. How does the agency engage in data collection and analysis in order to properly assess, evaluate, and shape programming and outreach to meet audience needs?

C. What is being done to eliminate barriers to participation and to increase access for and outreach to underserved communities, including but not limited to persons with disabilities?

D. How does the agency advocate for greater support of New Jersey history? Describe the ways the agency communicates and promotes the benefits of its work to public officials, educators, business and community leaders, and others not already familiar with its efforts?

4. Finance and Fundraising

A. What is the financial condition of the agency?

      B. Please explain how your agency plans to or already maximizes the benefit of CHP funding. What may distinguish your work/programs/services from other agencies and organizations with a comparable mission?

5. <u>What Else Should We Know?</u>

      A. Describe any issues that were not addressed previously in the narrative. What else should reviewers know about the agency and its work that was not covered above? Discuss any other challenges and opportunities that may arise in the near future.

2) Budget Rationale

Provide a breakdown of the figures provided in your income form and expense form. Be sure to explain substantial fluctuations from year to year in expenditures or income. For each category total, provide a brief explanation or listing of the elements comprising the total. Any listing of expenses in the "Other" category must be explained. The narrative (see above) <u>must</u> explain how CHP funds will strengthen the operations of the organization.

3) Financial Oversight

County or municipal agencies that are not audited independently must submit a statement signed by the responsible county or municipal financial officer that their finances are included in the county or municipal audit and are in order. Divisions of colleges or universities <u>must</u> follow a similar practice.

4) For Private Nonprofit Agencies - Current Evidence of Not-for-Profit Status

Applicants must be registered as not-for-profit corporations or they must be municipal or county government agencies, commissions, or other organizations based in New Jersey. Unless applicants are entities of local government, documentation of current evidence of not-for-profit status must be supplied. Applicants may show either an IRS determination or a document from the State of New Jersey showing non-profit status.

5) List of Governing Board

Provide a list of the organization's governing board and their terms of office with brief descriptions of their backgrounds, any expertise in areas such as fundraising, programming, and audience development, and the role he or she plays in the organization (officer, committee member). In addition, you may complete the board chart ion SAGE.

6) Descriptions of Key Staff & Volunteers

Provide a list of key staff and volunteers. For each, provide a paragraph describing their backgrounds and responsibilities. In addition, you may complete the Staff Chart in Sage.

7) Optional In-Kind Contributions Chart

This chart documents any in-kind goods or services received/to be received by an applicant. Applicants are reminded that in-kind goods and services may not be counted toward the match.

Please Note: The Optional In-Kind Contributions Chart is not required but may be used by applicants wishing to illustrate support beyond cash income. It may be helpful for panelists to understand the extent and specifics of an applicant's in-kind contributions, particularly when an essential function's costs are not showing up on the Expense Charts due to the function being made possible by an in-kind contribution. In-kind contributions listed on the form should be documented/documentable and based on fair market value for those goods or services. Over-inflated values may negatively affect your application in this area.

8) Facilities

Provide a capsule description of your facilities. Indicate ownership, square footage, and how used. If you do not own facilities, describe where your programs are offered and any collections held.

9) ADA Plans

Ensuring that programming supported by the NJHC is available to the widest possible audience is a high priority and includes access for people with disabilities. Indicate when this plan was approved by the board. If the plans are in draft form, attach the drafts. Organizations without these plans must explain their absence. The Americans with Disabilities Act (ADA) was signed into law in 1990 and requires that all providers of public programs and services make those offerings equally accessible to all people regardless of any physical and mental disabilities. For agencies looking for more information about ADA compliance, the Cultural Access Network (CAN) (https://njtheatrealliance.org/cultural-access-network-project) offers a comprehensive self-assessment survey tool designed to help organizations understand their compliance status and accessibility in the following key areas: facilities, programs, marketing, employment, sensitivity training, policy, and grievance management.

10)   Long Range and Strategic Plans

Indicate when these plans were approved by the board. If the plans are in draft form, attach the drafts. Agencies without these plans must explain their absence. A sound long-range and/or strategic plan should describe: the agency's planning process and include when and how it is undertaken, who leads the process, who has input into the process, and how community input is achieved.

11)   Disaster and/or Emergency Preparedness Plan

Provide a copy of the agency's current disaster and/or emergency preparedness plan. If a plan is in the drafting stage, please discuss when the agency envisions its completion and implementation. If the organization does not currently have a disaster preparedness plan in place, please explain the specific reason(s) why and when such a plan will be developed.

12)   Illustrative Materials

Provide copies of support materials showing the agency's mission, programs, and activities, such as brochures, catalogues, study guides, or pamphlets. Use these materials to buttress arguments made for the organization's value and service to the New Jersey history community. Limit the materials to five items. *Do not send books*.

13)   Required Supporting
Provide 3 additional pieces of support material:

1. A complete agency budget showing income and expense. For both, show columns for New Jersey history programming, non-New Jersey history programming, and total.

2. An agency chart.

3. The county needs assessment report, thus far.

D.   Final Submission Certification

The electronic signatures certify that the contents of the application in SAGE are true and accurate, that the application has been approved by the board, and that the organization will abide by all terms and conditions of a grant award should it become a recipient.

End Notes

Here is some additional information to assist an agency's understanding of the new NJHC's FY 17 CHP guidelines.

1. **Whose input and recommendations were sought in the NJHC's comprehensive grant re-evaluation process?**

    Over the past year, the NJHC consulted a wide variety of grantees, applicants, and potential applicants to gather input on how the CHP program could be updated and strengthened. In addition, the NJHC sought insight from an array of experts from various disciplines and geographic regions in a comprehensive effort to reimagine its grant programs.

2. **What about the NJHC's other grant opportunities? Where can I find the guidelines for applying for a project grant, Caucus Archival Projects Evaluation Service (CAPES), and other grants and prizes?**

    All of this information is located in the NJHC's Grants & Awards section of its history.nj.gov website, and can be accessed anytime at an applicant's convenience.

3. **Can you explain the maximum and minimum requests for FY 17 CHP funding again?**

Agencies Seeking Funds for Operations may apply for up to 33% of the average of the agency's total non-state, history operating income from the last completed fiscal year and current projected year.

4. **Can you explain the match requirements again?**

There is no match required for funds that will be re-granted, or for the $5,000 administrative allowance. There is a match for an agency's own history programming which is 3:1. For every $1 awarded, the grantee must match in <u>cash</u> with $3 dollars.

5. **One narrative question asks agencies to discuss the nature of its collections. What kind of information should be included when answering this question?**

In this section you should not only detail both the size and types of the organization's individual collections, but also how are they preserved, managed, and cared for over the course of the year. Be sure to discuss how current and potential audiences engage with the collections.

6. **Another narrative question asks agencies to detail various aspects of planning. What could reviewers be looking for here?**

There is essential information that should be included in any discussion of an agency's planning process: Who was responsible for drafting each plan? When was it approved and implemented? How often is it reviewed and updated to both reflect best practices and changes in the agency's circumstances or priorities?

Please remember to address each of the individual plans listed in the narrative question as best as possible.

7. **How can my agency ensure its operations adhere to the most up-to-date best practices and professional standards?**

All applicants should demonstrate a commitment to applying the highest professional standards for preserving and interpreting New Jersey history. For more detailed information about meeting best practices standards for the history field, organizations are encouraged to consult the following:

- The American Association for State and Local History Standards in Excellence Program (http://tools.aaslh.org/steps/)

- The American Alliance for Museums National Standards and Best Practices for U.S. Museums (http://www.aam-us.org/resources/ethics-standards-and-best-practices/standards)

- Society of American Archivists (http://www2.archivists.org/standards)

The NJHC also offers a series of statewide best practices workshops on a variety of topics of interest and relevance to non-profits each year. It is highly recommended that board and staff of the agency try to attend these sessions whenever possible. Visit the NJHC's history.nj.gov homepage for dates and locations for future workshops.

8. **One of the stated goals of the NJHC's GOS program is the "broadening, deepening, and diversifying the audience for New Jersey history." Can you expand on what exactly this entails?**

   Applicants need to show that they're not only cognizant of, but actively addressing the fact that today's audiences are vastly different than they were just a decade ago, and that embracing this reality is essential to their long-term viability and success. The following definitions provided by the Wallace Foundation should prove useful in writing an application:

   - Broadening: Attract more of the same type of people (i.e. increase the number of participants...)

   - Deepening: Increase the current participant's level of involvement (i.e. single ticket buyers become subscription buyers, funders give more money, volunteers give more time...)

   - Diversifying: Attract different kinds of people (i.e. attract people who have never attended/participated in the applicant programs. This could entail placing greater emphasis on expanding the ethnic makeup of its audience, targeting previously underserved age groups and communities, and increasing programming for visitors with disabilities, among others)

Final Advice

1. Before proceeding with the grant application, read the guidelines in their entirety.

2. Always keep in mind the funding priorities/evaluation criteria while completing the application.

3. Complete all required information accurately and consistently. Double-check all numbers.

4. Review the information on what the application package should contain. Double-check that all required attachments and support materials have been successfully uploaded in SAGE. Please refer to the SAGE guides on the NJHC's history.nj.gov homepage if you have any questions whatsoever about compatible document types.

5. Give yourself plenty of time to complete the application by the due date. This will avoid last minute omissions and oversights. You will <u>not</u> be able to add or change anything in your application once the due date and time has passed.

6. It is the applicant's responsibility to make sure their mailing address, telephone number, and email address are correct in SAGE. We use that information to contact applicants throughout the grant process.

7. Please note that the NJHC is <u>not</u> responsible for any inaccuracies or omissions regarding any aspect of your application in SAGE.

8. If you have any questions or concerns regarding the CHP guidelines, call the NJHC staff at (609) 292-6062. We are here to help and will do our best to assist as much as possible.